

# Strategic Intent

## Research Insights

### Nutrient Rich Foods Health Professional Survey

January 2009

### KEY FINDINGS

#### Survey Background

The study was conducted online with a national sample of 500 health professionals including 250 registered dietitians and 250 pediatricians between December 16 -23, 2008. Data for this survey were collected by Harris Interactive Service Bureau (“HISB”) on behalf of the Nutrient Rich Foods Coalition. HISB was responsible for the data collected and the Nutrient Rich Foods Coalition team was responsible for the survey design, question development, analysis and reporting. The margin of error on a sample of 500 is plus or minus 4.4%

#### Key Findings

- ***Among the health professionals surveyed, nearly two-thirds noted their patients are more interested in losing weight (treatment) than in a healthier diet (prevention).***
- ***The majority of registered dietitians (97%) and pediatricians (96%) agree that in order to fight the obesity crisis, Americans need to think positively about what foods to eat instead of about what foods not to eat.***
- ***99% of registered dietitians and 96% of pediatricians agree that it’s important for people to learn how to build healthy diets by selecting nutrient-rich foods first from all five MyPyramid food groups.***
- ***More than half of registered dietitians (62%) believe that a focus on avoiding foods with so-called “negative” nutrients (fat, sugar and salt) has contributed to the development of an overweight and undernourished population.***